

**Rutherford County Tourism Development Authority  
Board Meeting**

**Call to Order:** 12:06

**Members Present:** Amy Bridges, Dave Long, Kitty McCammon, Richard Lundy, Willard Whitson, Kitty McCammon, Mary Jaeger-Gal, Jeff Geisler

**Members Absent:** Barbara Meliski, Lynn Brown, Chuck Martell

**Ex-Officos Present:**

**Ex-Officos Absent:** Eddie Holland, Paula Roach

**Others Present:** Karen Tegen, Don Cason, Taylor Hardin, Media (1)

**Welcome New Board Member:** Jeff Geisler from Rumbling Bald.

**Public Comments:** -----

**Agenda (changes if necessary):** -----

**Approval:** 1st: Mary Jaeger-Gale  
2nd: Dave Long

Motion Passed.

**Prior Meeting Minutes (changes if necessary):** No Changes

**Approval:** 1st: Dave Long  
2nd: Richard Lundy

Motion Passed.

**Finance Report:**

- September Occ. Tax Collections: Double from last year. \$100,000 increase. \$89,000 increase minus 1% increase. WEG impact was tremendous.
- YTD 54k over last year.
- 7% over budget
- RFF: Projection of \$50,000 up from last year in revenues. Savings of \$20,000 in salaries. Marketing line item savings overall. All admin line items projected to come in under or on budget. Cash fund balance projected to come in at \$866,000.

**Table approval of finance report until after closed session**

**Executive Director Report:**

- NCTIA Leadership conference
- County Commissioner Meeting
- BRMH annual meeting
- Agri-Tourism Meeting
- CycleNC RFP
- NCTTC

**Welcome Center Update:**

- Karen is back
- Traffic is consistent
- No updates on remodel at this time.
- Surveys going well

**Marketing Update:**

- Internally, the staff is looking at the job responsibilities to determine where we can best fill in
- Amy will remain on payroll as part time as needed to assist in the interim phase as necessary
- TDA Staff will be working closely with the Agent and coordinating what they need
- Isabella and Penelope were here and completed their blog
- WSPA covered the arts and crafts festival
- Coffee talks December 5<sup>th</sup> and 6<sup>th</sup> upcoming
- 3 blogs posted in October and 5 blogs scheduled for November
- Social media numbers and website analytics continue to increase

**Committee Reports**

**Marketing:**

- Brainstorm and Rutherford County briefing with The Agency
- DTN Web Advertising presentation – Vicki Doyle – Committee voted to delay website advertising program
- The Agency to present proposal for interim marketing position and program of work
- Marketing committee/staff to evaluate marketing manager position during the next 6 months
- Next Meeting: December 14<sup>th</sup> at 9am

**Strategic Plan:**

- DbD Tourism Plan Implementation and Funding Presentation
- Review all Funding Proposals
- Committee recommendation to contract with DbD to manage implementation and funding process for Tourism Master Plan
- Grant Application in review for Tourism Plan Implementation
- Discussed Tourism Master Plan Celebration and time-line/TBD based upon the board input and approval

Motion to enter into contract with DbD pending board approval via email vote showing detail

**Approval:** 1st: Mary Jaeger-Gale  
2nd: Kitty McCammon

Motion Passed.

Motion to transfer funds from fund balance (165,000) and hire DbD based on their proposal.

20% down remaining balance allocated over next 12 months.

44,000 in December then spread out over 2019.

**Approval:** 1st: Richard Lundy  
2nd: Jim Masek

Motion Passed.

**TAF:**

German Christmas 2-7

Discussion about TAF working with TDA in terms of potential means for help with funding for TSP

**Finance:**

- No Meeting - Sent out information via email

**Information:**

- No Meeting

**Executive:**

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Motion to enter Closed Session G.S 143-318.11(Personnel)

**Approval:** 1st: Richard Lundy

2nd: Dave Long

Motion Passed.

Motion to end Closed Session G.S 143-318.11(Personnel)

**Approval:** 1st: Dave Long

2nd: Richard Lundy

Motion Passed.

Motion to approve Finance report

**Approval:** 1st: Amy Bridges

2nd: Richard Lundy

Motion Passed.

Motion to Adjourn

**Approval:** 1st: Jim Masek

2nd: Richard Lundy

Motion Passed.

**Meeting Adjourned:** 1:37 pm

Next meeting February 8th 2017 at 12 noon in the Woodrow Jones Building